Amendments To The Claims

The listing of claims presented below will replace all prior versions, and listings,

of claims in the application.

Listing of claims:

1.   **(currently amended)** A method for generating a search result list in response to

a search request input from a searcher through a communication network, comprising

the steps of:

determining the lowest limit bidding price for each **of a plurality of keywords**

~~keyword~~, the lowest limit bidding price being determined in consideration of at least one

of a number of page views for each keyword, a basic unit price per one page view and a

weight associated with a preference for the each keyword;

receiving bidding prices higher than or equal to the lowest limit bidding price and

tender conditions including **the keyword** ~~keywords~~ and **a** predetermined search listing

display **method for a search listing** ~~methods~~ from **each of a plurality of** network

information providers**;** ~~, and~~

determining ~~making a~~ successful ~~bid~~ **bids of the network information**

providers for the ~~keywords~~ **keyword** based on the tender conditions and the bidding

prices, to sell **a** ~~the keywords~~ **keyword good** associated with the predetermined

search listing display **method** ~~methods~~ through a tender;

associating at least one portion of the search listings with the ~~keywords~~

keyword and the predetermined search listing display methods, to maintain a database

including a plurality of search listings;

Page 2 of 27

receiving a search request from a searcher;

identifying search listings associated with keywords corresponding to the search

request;

arranging said at least one portion of the search listings according to the

predetermined search listing display methods **of the successful bids** when arranging

the identified search listings; and

generating the search result list including the arranged at least one portion of the

search listings.

2.   (previously presented) The method as claimed in claim 1, wherein the

predetermined search listing display methods are specified by a form of display and

ranking of the search listings.

3.   (previously presented) The method as claimed in claim 1, wherein said at least

one portion of the search listings is randomly arranged in a placement zone specified by

the search listing display method when arranging said at least one portion of the search

listings.

4.   (original) The method as claimed in claim 1, wherein predetermined keywords

are sold during only a predetermined period of time through the tender.

5.   (previously presented) The method as claimed in claim 1, wherein the step of

selling the keywords through the tender is individually performed for each of said at

least one portion of the search listings.

6.   (previously presented) The method as claimed in claim 1, wherein remaining

search listings except said at least one portion of the search listings are arranged

independent of the predetermined search listing display method.

7.   (original) The method as claimed in claim 1, wherein the keywords sold through

the tender are premium keywords determined by a predetermined criterion.

8.   (original) The method as claimed in claim 1, wherein the tender conditions

selectively further include information on network information providers or a

predetermined display period of time.

9.   **(currently amended)** A method for generating a search result list in response to

a search request input from a searcher through a communication network, comprising

the steps of:

        maintaining a plurality of search listings including URLs associated with network

information providers;

        determining the lowest limit bidding price for each keyword, the lowest limit

bidding price being determined in consideration of at least one of a number of page

views for each keyword, a basic unit price per one page view and a weight associated

Application Serial No. 10/537,935   PATENT
Reply to Final Office Action of September 18, 2007   Docket No. CU-4238

with a preference for the each keyword;

receiving keywords associated with the search listings and bidding prices

associated with the keywords from the network information providers, the bidding prices

being higher than or equal to the lowest limit bidding price;

selecting a successful bidder among a plurality of network information providers

associated with the keywords according to a predetermined criterion associated with the

bidding prices after a tender period of time expires, **wherein the tender period of time**

is a period of time in which the bidding prices are accepted; and

generating a search result list including at least a portion of the plurality of search

listings in response to the search request,

wherein at least one portion of the plurality of search listings is arranged in a

predetermined search listing placement position.

10.   (previously presented) The method as claimed in claim 9, wherein the search

listing placement position is determined before the bidding prices are received from the

network information providers.

11.   (previously presented) The method as claimed in claim 10, further comprising the

step of receiving information on a predetermined display period of time from the network

information providers,

wherein when the network information providers are selected as a successful

bidder, search listings associated with the network information providers are arranged

Application Serial No. 10/537,935   PATENT
Reply to Final Office Action of September 18, 2007   Docket No. CU-4238

in the predetermined search listing placement position during the predetermined display

period of time, and a position of the arranged search listings is not changed.

12.   (previously presented) The method as claimed in claim 9, wherein the step of

selecting the successful bidder includes selecting a plurality of the network information

providers as successful bidders,

wherein said at least one portion of the search listings is arranged according to

rankings determined by the bidding prices of the successful bidders within a placement

zone specified by the search listing display methods.

13.   (original) The method as claimed in claim 9, further comprising the steps of:

offering instant purchase prices to network information providers; and

instantly selecting the network information providers as successful bidders if the

instant purchase prices are received as the bidding prices from network information

providers.

14.   (original) The method as claimed in claim 13, wherein the instant purchase prices

are determined in consideration of past successful bid prices of the keywords.

15.   (original) The method as claimed in claim 9, wherein the step of selecting the

successful bidder further includes the step of regarding a successful bid as an

unsuccessful bid in at least one of the followings:

a case where a purchase rejection intention is received from the successful

bidder,

a case where the successful bidder does not purchase a successful bidden

keyword within a predetermined period of time, and

a case where a purchase rejection intention is once again received after the

predetermined period of time expires.

16. (original) The method as claimed in claim 15, further comprising the step of reselling

keywords if the successful bid is regarded as an unsuccessful bid,

wherein the step of reselling the keywords includes one of a first-come first-

served system, a re-tender system and a next order bidding price selection system.

17.   (original) The method as claimed in claim 9, wherein if a plurality of same bidding

prices are received, the successful bidder is selected in consideration of at least one of

a tender sequence, a display period of time, an actual advertisement use result, a credit

of network information providers.

18.   (cancelled)

19.   (original) The method as claimed in claim 9, further comprising the step of

opening the highest bidding price or a bidding price list.

20.   (original) The method as claimed in claim 19, wherein the highest bidding price or the bidding price list is not opened during a predetermined period of time before a tender period of time expires.

21.   (original) The method as claimed in claim 9, further comprising the step of offering keywords similar to keywords received from the network information providers to the network information providers.

22.   (original) The method as claimed in claim 9, wherein the step of receiving the bidding prices includes the step of limiting the number of receipt of bidding prices from same network information providers to the predetermined number of times or demanding an additional price if bidding prices are received above the predetermined number of times.

23.   (original) The method as claimed in claim 9, further comprising the step of offering a result for the search request associated with the keywords to the successful bidder,

wherein the result for the search request includes at least one of the number of exposures, the number of clicks and a click rate.

24.   (previously presented) The method as claimed in claim 9, wherein the step of maintaining the plurality of search listings includes the step of maintaining search

listings including URLs associated with network information providers and image files

associated with the network information providers.

25.   (previously presented) The method as claimed in claim 24, wherein at least one

portion of the search listings arranged in the predetermined search listing placement

position is arranged with the image files included.

26.   (currently amended) A method for generating a search result list in response to

a search request input from a searcher through a communication network, comprising

the steps of:

determining the lowest limit bidding price for each keyword, the lowest limit

bidding price being determined in consideration of at least one of a number of page

views for each keyword, a basic unit price per one page view and a weight associated

with a preference for the each keyword;

receiving web page titles, web page descriptions, image files, keywords and

bidding prices associated with web pages of the network information providers from

network information providers, the bidding prices being higher than or equal to the

lowest limit bidding price;

generating search listings in real time substantially by combining the web page

titles, the web page descriptions and the image files, and offering the generated search

listings to the network information providers;

receiving confirmation inputs of the network information providers for the

Page 9 of 27

generated search listings;

selecting a successful bidder among a plurality of network information providers

that provided confirmation inputs, ~~associated with the keywords~~ **wherein the**

successful bidder is selected according to a predetermined criterion associated with

the bidding prices;

associating the keywords with the search listings **of the successful bidders**;

receiving a search request from the searcher;

identifying search listings associated with a keyword corresponding to the search

request; and

offering the identified search listings to the searcher by arranging the identified

search listings in a predetermined position of a search result web page.

27.   (previously presented) The method as claimed in claim 26, further comprising the

steps of:

receiving a correction request for one or more of web page titles, web page

descriptions and image files from the network information providers; and

correcting the search listings in real time substantially in response to the

correction request and offering the corrected search listings to the network information

providers.

28.   (currently amended) A method for generating a search result list in response to

a search request input from a searcher through a communication network, comprising

the steps of:

determining the lowest limit bidding price for each keyword, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword;

receiving keywords and bidding prices from network information providers, the bidding prices being higher than or equal to the lowest limit bidding price;

selecting a successful bidder among a plurality of network information providers associated with the keywords, **wherein the successful bidder is selected** according to a predetermined criterion associated with the bidding prices;

receiving a web page title, a web page description and an image file associated with a web page of the successful bidder from the successful bidder;

generating **a** search **listing** ~~listings~~ in real time substantially by combining the web page title, the web page description and the image file, and offering the generated search listings to the successful bidder;

receiving a confirmation input of the successful bidder for the generated search **listing** ~~listings~~;

associating the keywords with **a plurality of** the **confirmed** search listings;

receiving a search request from the searcher;

identifying search listings associated with a keyword corresponding to the search request; and

offering the identified search listings to the searcher by arranging the identified

Page 11 of 27

search listings in a predetermined position of a search result web page.

29.   (previously presented) The method as claimed in claim 28, further comprising the

steps of:

        receiving a correction request for one or more of a web page title, a web page

description and an image file from the successful bidder; and

        correcting the search listings in real time substantially in response to the

correction request and offering the corrected search listings to the successful bidder.

30.   (previously presented) A system for generating a search result list in response to

a search request input from a searcher through a communication network, comprising:

        a tender conditions receiving unit for receiving tender conditions including

keywords and search listing display methods, and bidding prices higher than or equal to

the lowest limit bidding price from network information providers, the lowest limit bidding

price being determined for each keyword and determined in consideration of at least

one of a number of page views for each keyword, a basic unit price per one page view

and a weight associated with a preference for the each keyword;

        a successful bid making unit for making a successful bid for the keywords based

on the tender conditions and the bidding prices;

        a storing unit including a plurality of search listings;

        a search performing unit for:

                associating the plurality of the search listings with the successfully bidden

Page 12 of 27

keywords and search listing display methods;

identifying search listings having the keywords corresponding to the

search request in response to a search request received from a searcher; and

arranging at least one portion of the search listings according to the search

listing display methods; and

a search request receiving unit for receiving a search request from a searcher via

a communication network.

31.   (previously presented) A computer-readable recording medium in which a

program for implementing a method according to claim 1 in a computer is recorded.